

OGILVY & MATHER

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Client: MATTEL, INC.
Product: ELECTRONICS/INTELLIVISION
Title: "PLIMPTON & BOY"
Comm'l No.: MAEH6203
Length: 30 SECONDS



(SFX: GAMES UNDER)
KID: When it comes to space games,
nobody compares to Atari.



GEORGE: Excuse me, have you compared
them to Intellivision?



KID: Intellivision?



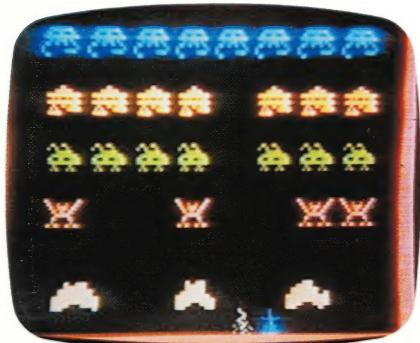
GEORGE: Sure, they've got great space
games.



Like Intellivision Space Battle.



KID: I didn't know.



GEORGE: And now there's Space Armada.



And the incredible Astro Smash.



KID: I didn't know.



GEORGE: Here, compare for yourself.



Intellivision Space Games from Mattel
Electronics.



Once you compare, you'll know.